



Chico Unified School District

1163 East Seventh Street, Chico, CA 95928-5999
(530) 891-3000

**Administrative
Regulation:**

#1325

Section: 1000 Community Relations

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ADVERTISING AND PROMOTION

Definitions

Advertising or Solicitation: the promotion of any product, service, activity, program, or point of view to the community or those who use or frequent a "facility" by placing a sign, display, advertisement, banner, etc. on District property, or within a publication or program published, enacted, performed, or sponsored by the district, such as but not limited to, school programs, yearbooks, newspapers, broadcasts, or internet content.

Paid Advertising: The payment of money or other economic benefit to the District or school(s) within the district for advertising.

Facilities: Individual buildings and real property owned or operated by the District.

Sponsorship: The third party monetary or in-kind support of a school, program or student activity without the expectation of any direct benefit to or recognition of the third party. "Sponsorship" is not "Advertising" as defined under this policy.

Sponsorship/Advertising

1. Schools and departments may give recognition to businesses and other community groups providing assistance or financial support for academic/enrichment programs. This recognition may include, but is not limited to, temporary signage at school events and on school facilities, such as, gymnasiums, stadiums, and other athletic facilities, cafeterias, and perimeter fencing, in accordance with applicable municipal/county government codes and zoning.
2. Advertisements shall not be associated in any way with the sale of tobacco, alcohol, illegal drugs, or weapons; contain vulgar and plainly offensive, obscene, or sexually explicit language; advocate the violation of law or district policy; advance any religious or political organization; promote, favor, or oppose a candidate for elected office or a ballot measure; or be associated with any company or individual whose actions are otherwise in violation of law; or any of the criteria for approval as defined in Board Policy 1325 – Advertising and Promotion.
3. Schools may work with local sponsors or advertisers directly or with the assistance of support organizations established for the purpose of raising funds to support the school's programs. Supporting organizations are defined as school allied groups such as parent organizations, boosters, and other school/educational program support organizations.

Paid Advertising

The Board recognizes the funds that the schools and the District may derive from such paid advertising will benefit the District, its schools, students, employees, programs, and the community. No paid advertising may be placed in or used by the District or a school except as defined and permitted herein and approved in accordance with this policy. No paid advertising shall be construed as or constitute an endorsement by the Board, District, or school of any product, service, activity, program, or organization.

Subject to the approvals herein, paid advertising may be allowed on the school's athletic facilities, stadiums, ball fields, gymnasiums, auditoriums, program pamphlets, school publications, or any other venue where such paid advertising would be directed primarily to members of the public.

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1. There shall be no paid advertising in the classrooms or in any other venue where such paid advertising would be principally directed at students.
2. There shall be no paid advertising on the exterior of a building nor outward street facing on any District property, or that involves the erection of an apparatus on school grounds, or that involves the anchoring of signage into a physical wall without the prior written approval of the Superintendent or designee.
3. Paid advertising may take the form of ads in programs, yearbooks, or newspapers; fixed signage; banners; sponsorship of an academic or athletic event(s), or team(s).
4. All paid advertising contracts must be approved by the Superintendent or designee before being displayed, and may not conflict with the school's civic or educational mission.
5. No paid advertising contract shall be of duration of more than one year without prior approval.

Community-Based (Boosters/Support Organizations) Opportunities

If a support organization, as defined above, coordinates a sponsorship/advertising activity/program on behalf of the school, the following guidelines apply:

1. Funds collected by community support organizations e.g.; PTA/PTO, Boosters, etc., must be maintained by those organizations according to established procedures.
2. Temporary signage adheres to all municipal/county government zoning ordinances and School Board policies.
3. Temporary signage does not obstruct sight of school facilities or interfere with school activities, as determined by the Principal or designee.
4. The Principal or designee shall make school-based decisions on the appropriateness of all advertising, subject to review/oversight by the Superintendent or designee.
5. Any community/support organization intending to obtain sponsorship/advertising contracts must have the prior approval of the principal or designee before proceeding, with the final contract requiring approval from the Superintendent or designee.
6. Funds provided to schools by these community/support organizations are to be considered a donation, and must be accompanied by a letter from the contributor stating the intended uses of such funds (e.g.; either for a specific purpose or as determined by the Principal or designee).
7. PeachJar remains the distribution platform for all community-based organization opportunities and events. Aeries Communication remains reserved for School and District sponsored opportunities and events.

Advertising Procedures

All written requests/contracts for advertising shall be reviewed by the Principal or designee; with final approval from the Superintendent or designee; and must include, but not be limited to, the following:

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1. A description of the requested location.
 2. An accurate color representation of the advertisement with size and materials indicated.
 3. The period during which the advertising will remain in place, not to exceed one year.

The Superintendent or designee may consult with the Facilities Department before granting approval for advertising on district property. If requested, the Facilities Department shall verify that the proposed advertising is in compliance with district safety and maintenance standards.

Final approval of the installation requires District inspection and approval and must meet local municipal code. The District will not be responsible for construction, installation, maintenance, and repair, including repair of damage from vandalism.

All advertisements that are not maintained to acceptable standards must be repaired at the cost of the advertiser or removed upon notification. Upon failure to remove within the time of notification designated by the Superintendent or designee, the advertisement will be removed by the District at the expense of the requesting organization.

Any advertisement allowed by this policy shall be respectful of all people without regard to their disability, race, color, gender, national origin, ethnicity, sexual orientation, age, religion, marital status, socioeconomic status, cultural background, familial status, physical characteristics, or linguistic characteristics.

The Superintendent or designee has the authority to terminate any or all advertising in the event of an unforeseen change in circumstances with regards to the advertiser or product advertised.